

FIG. 2

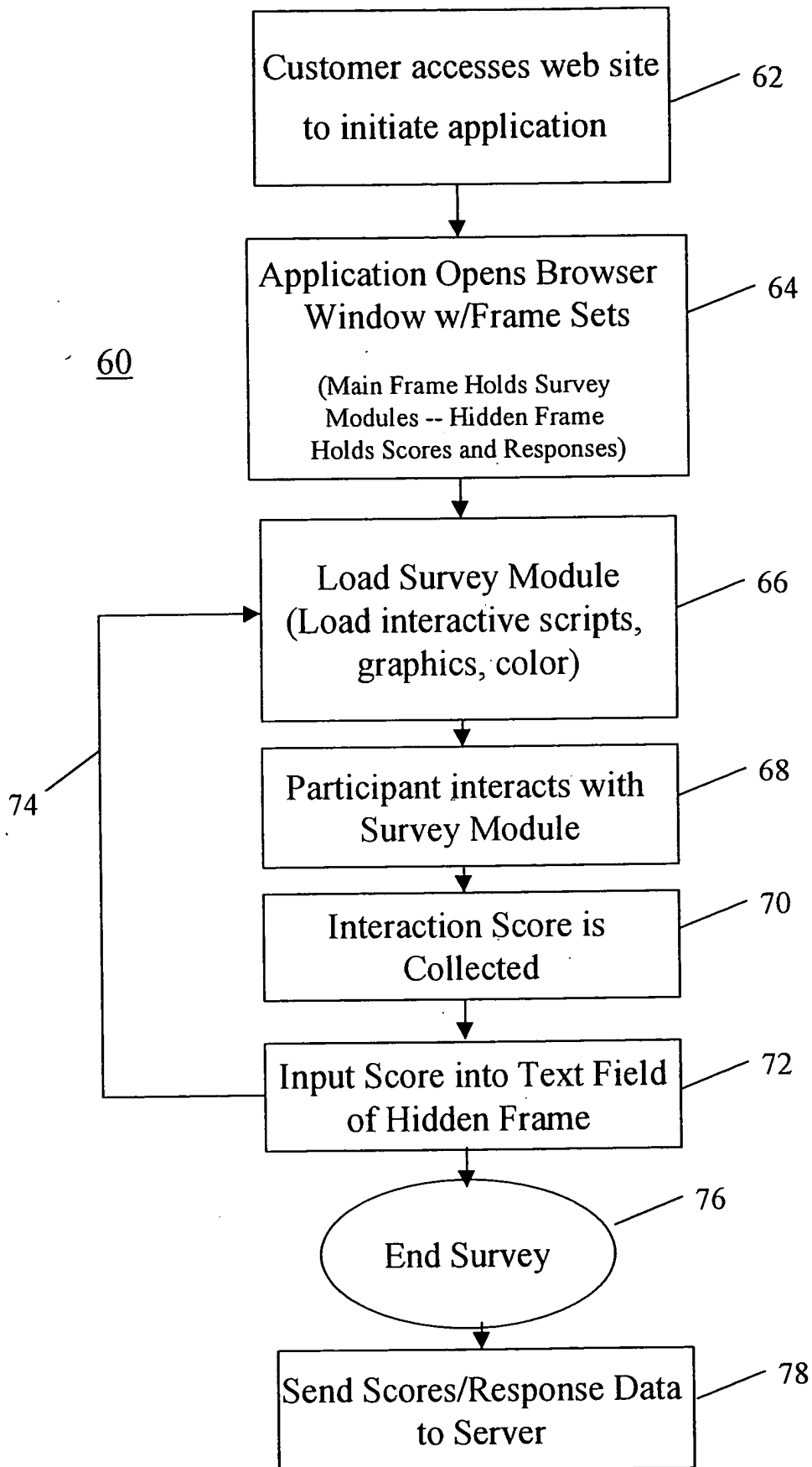


FIG. 3

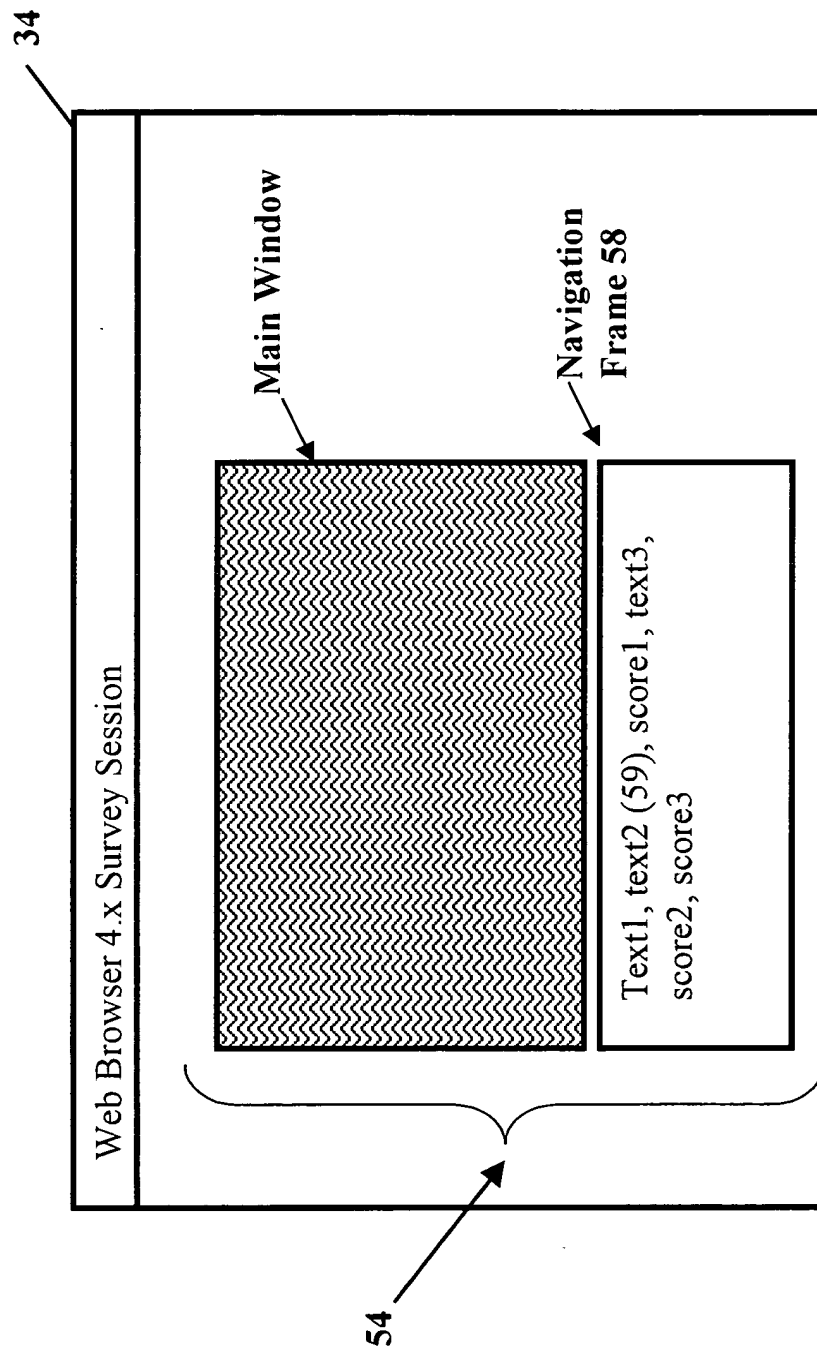
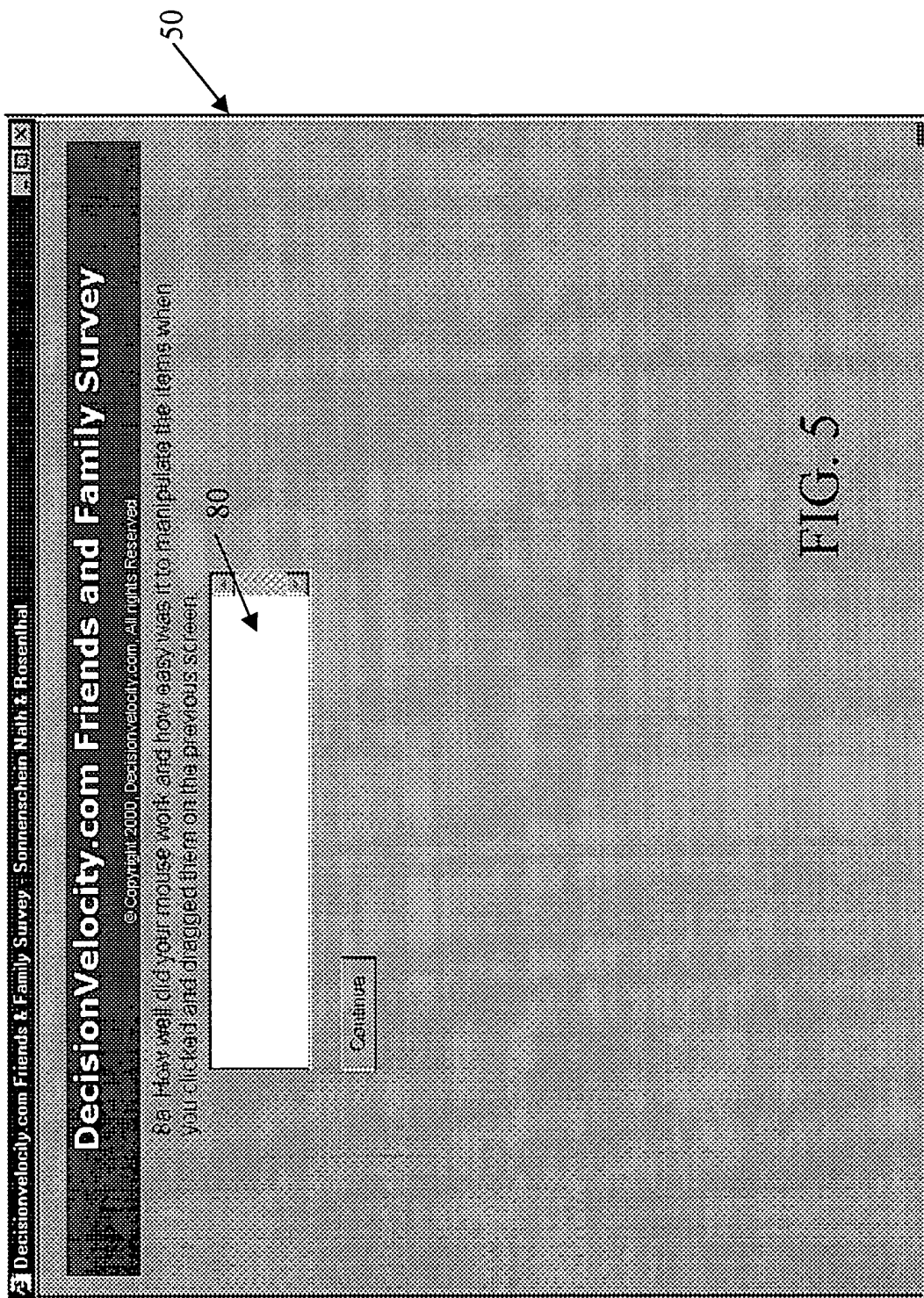


FIG. 4



DecisionVelocity.com Friends & Family Survey - Sonnenschein Nath & Rosenthal

DecisionVelocity.com Friends and Family Survey

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5. From where did you connect to the Internet to complete this survey.

82 { ☐ Home ☒ Work ☐ School ☐ Other

50

FIG. 6

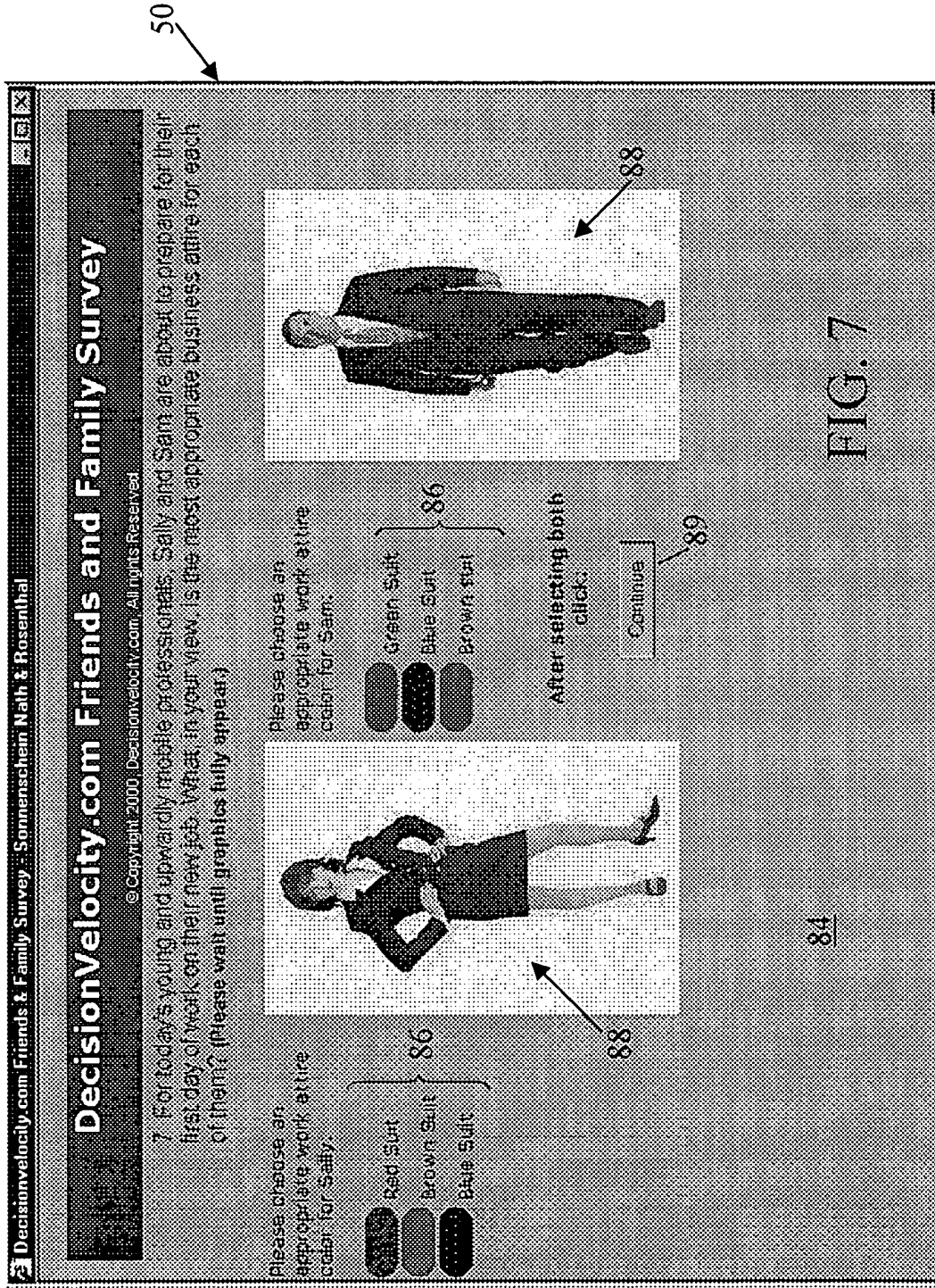
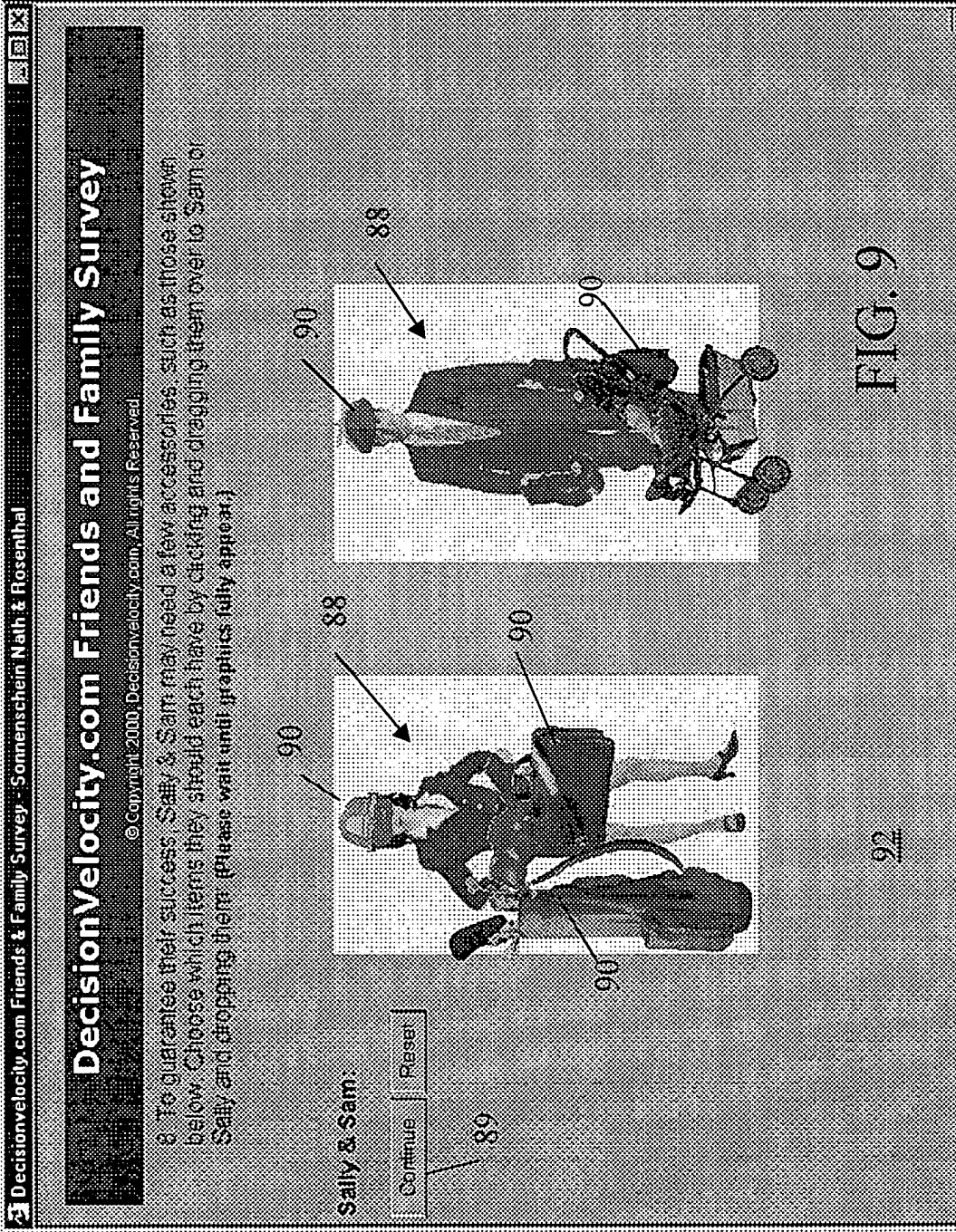
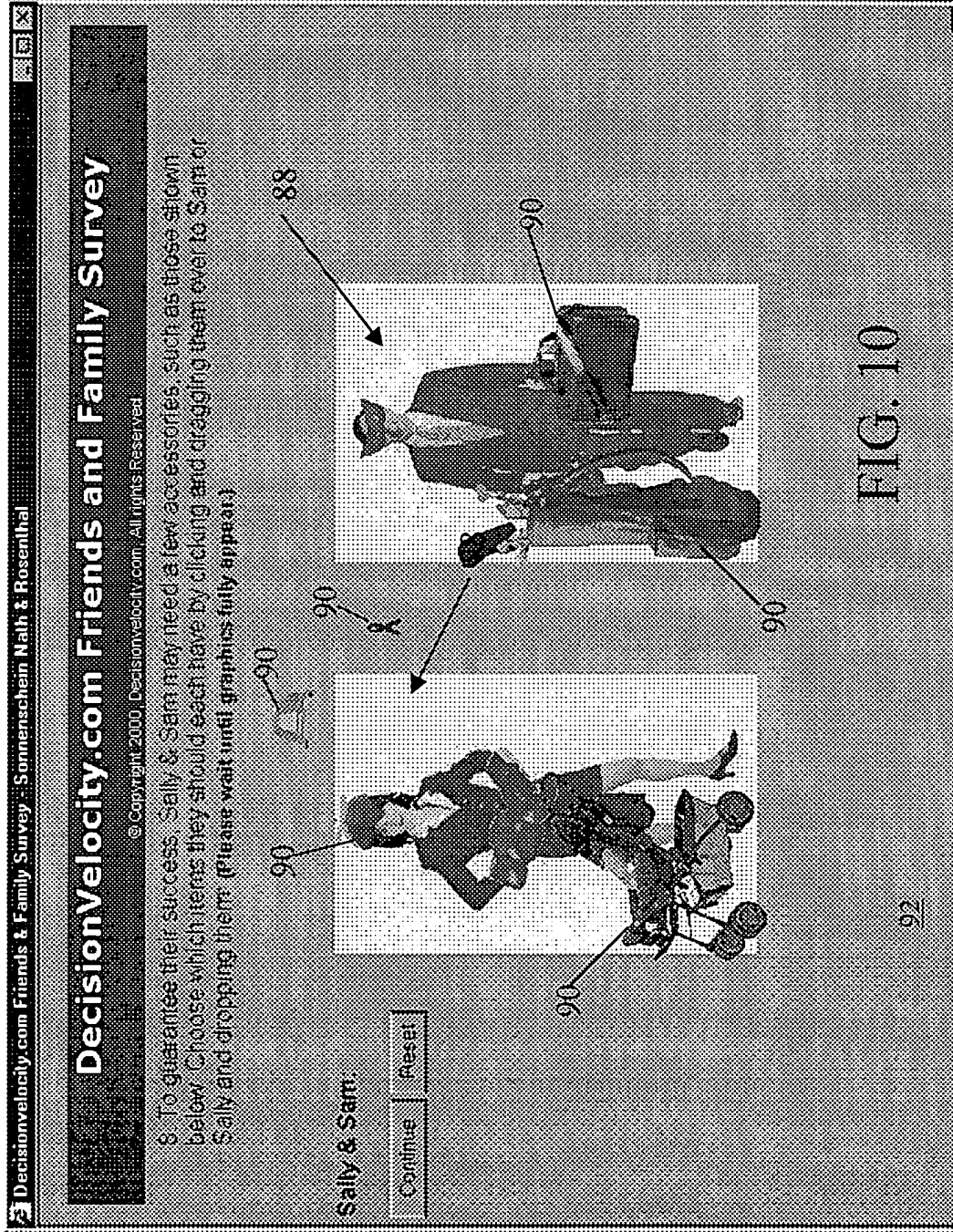
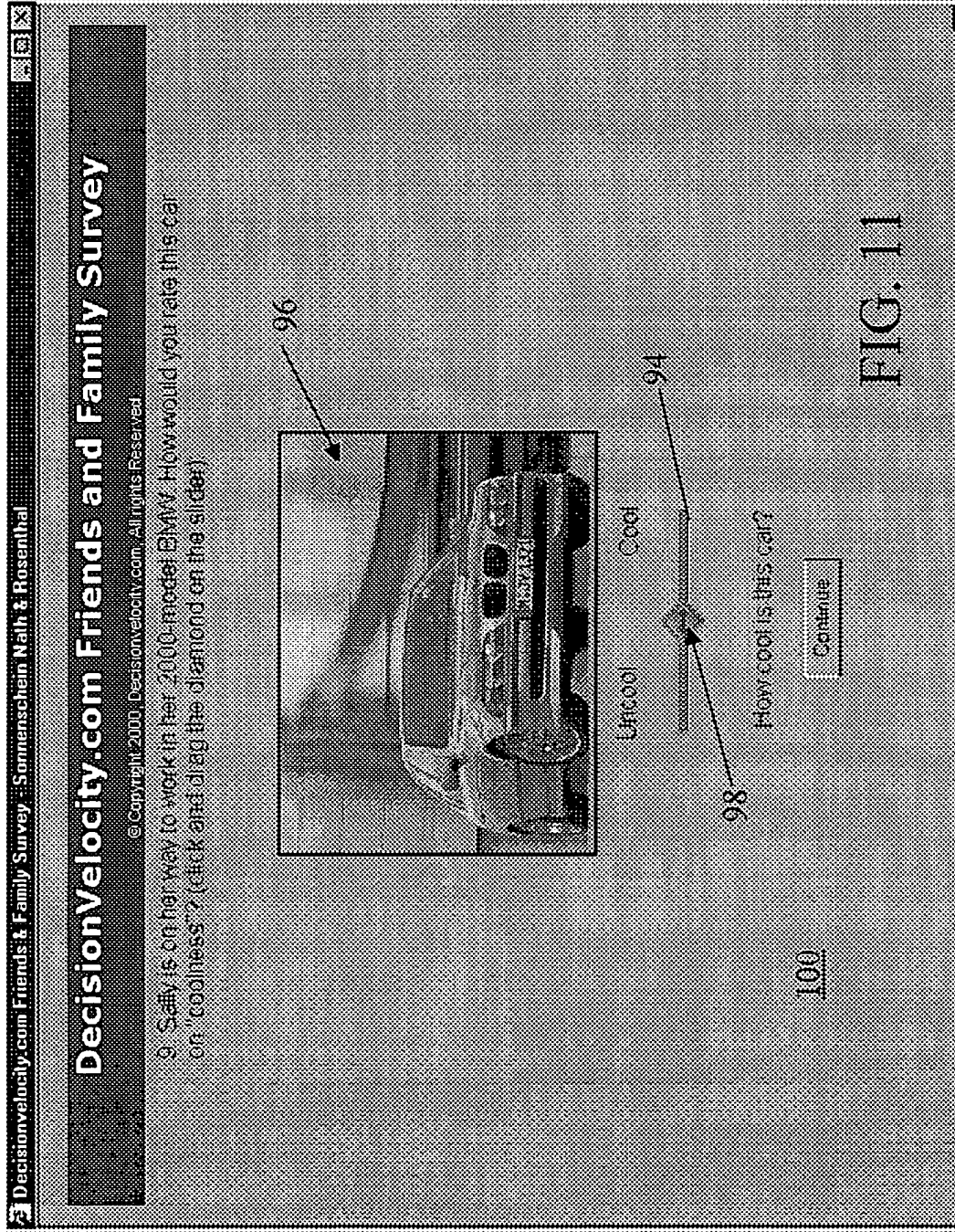


FIG. 7







50

T09080" 8095E860

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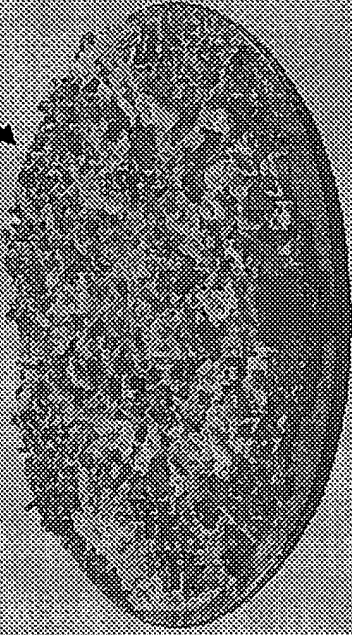
11 Sally and Sam are ready for lunch. They hustle down to Soria's Famous Salads and step up to the salad bar. Please help them build their salad for lunch.

Choose your salad fixin's

104

☐ Chicken
☐ Tomato
☐ Jellybeans
☐ Eggs
☐ Fish
☐ Oreos
☐ Remove all

88



When you are ready to check out, please press

Continue

102

FIG. 12

50

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DecisionVelocity.com Friends and Family Survey


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14 Sally and Sam are ready for lunch. They bustle down to Sonja's Famous Salads and step up to the salad bar. Please help them build their salad for lunch.

Choose your salad from:

{	<input checked="" type="checkbox"/> Chicken
	<input type="checkbox"/> Tomato
	<input checked="" type="checkbox"/> Jellybeans
	<input type="checkbox"/> Eggs
	<input type="checkbox"/> Fish
	<input checked="" type="checkbox"/> Orzo
<input type="checkbox"/> Remove all	

104



88

90

90

When you are ready to check out, please press:

102

FIG. 13

50

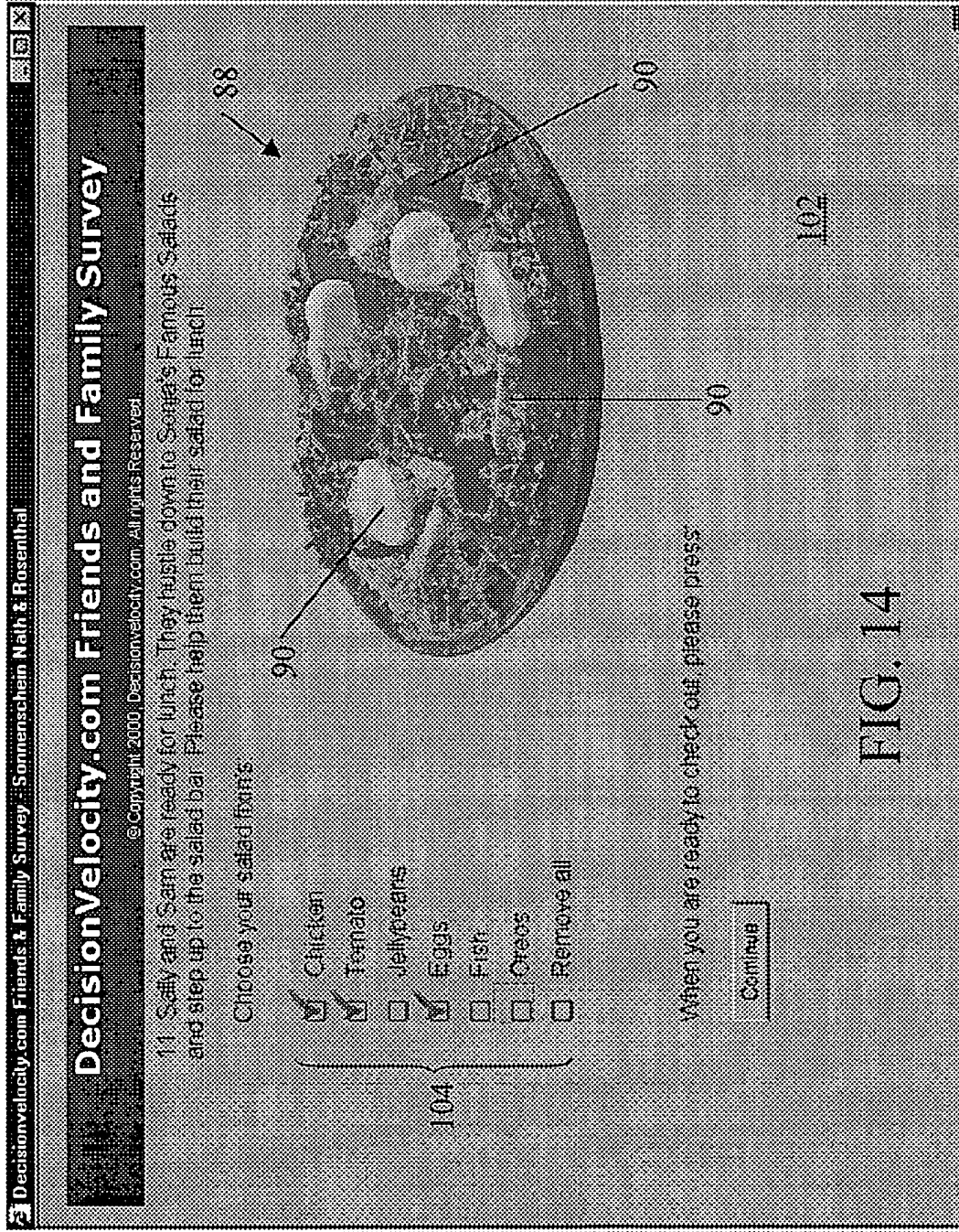
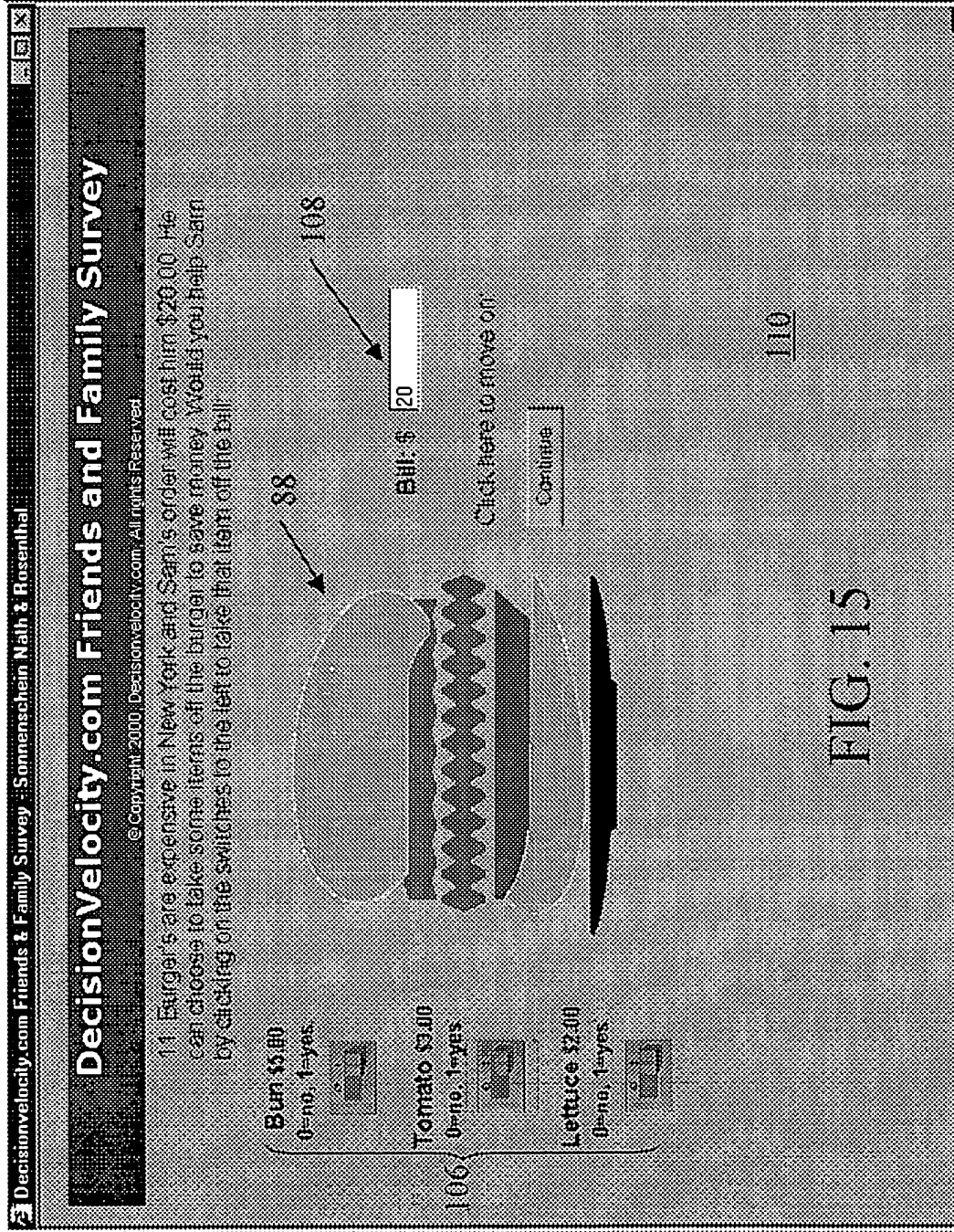


FIG. 14



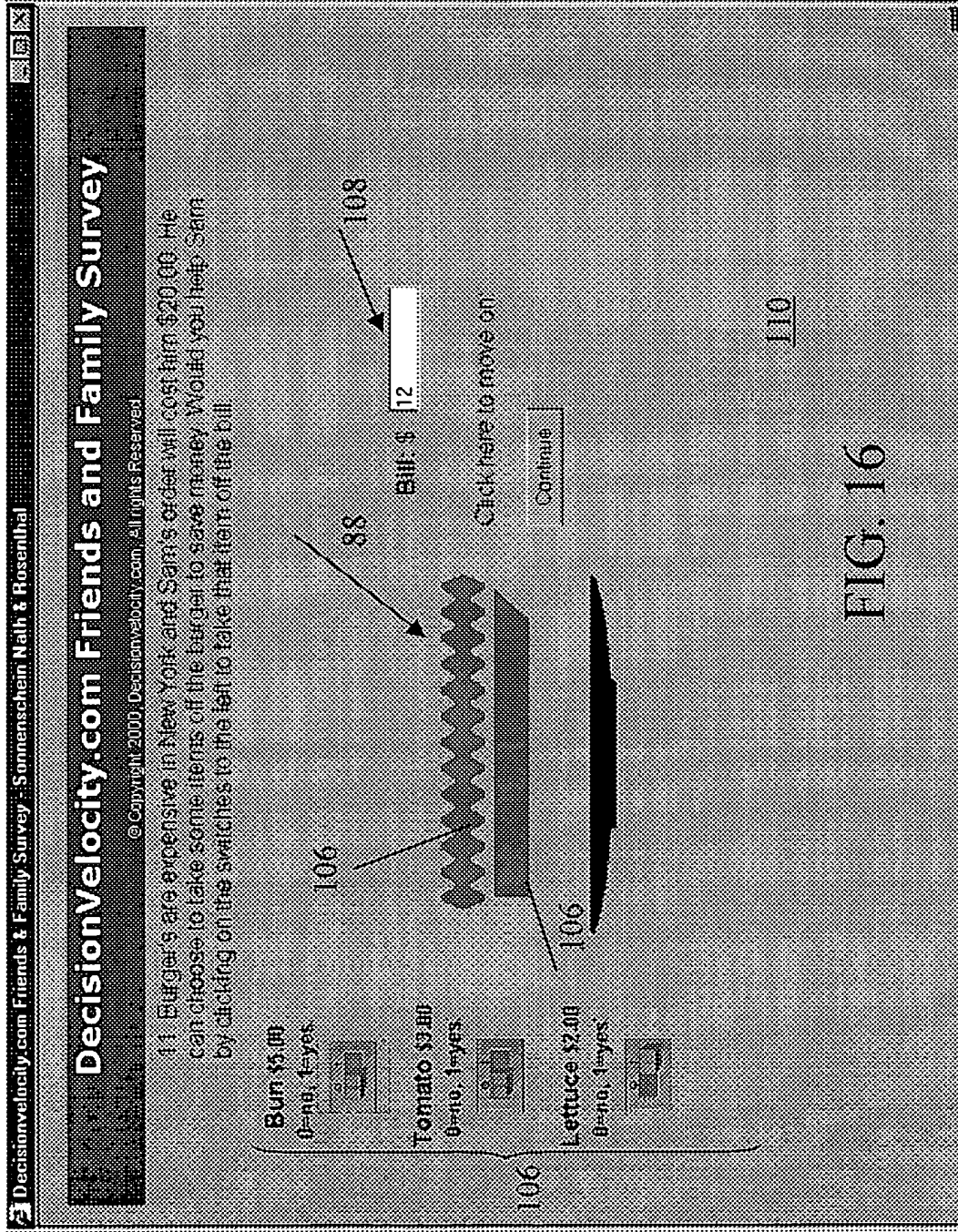
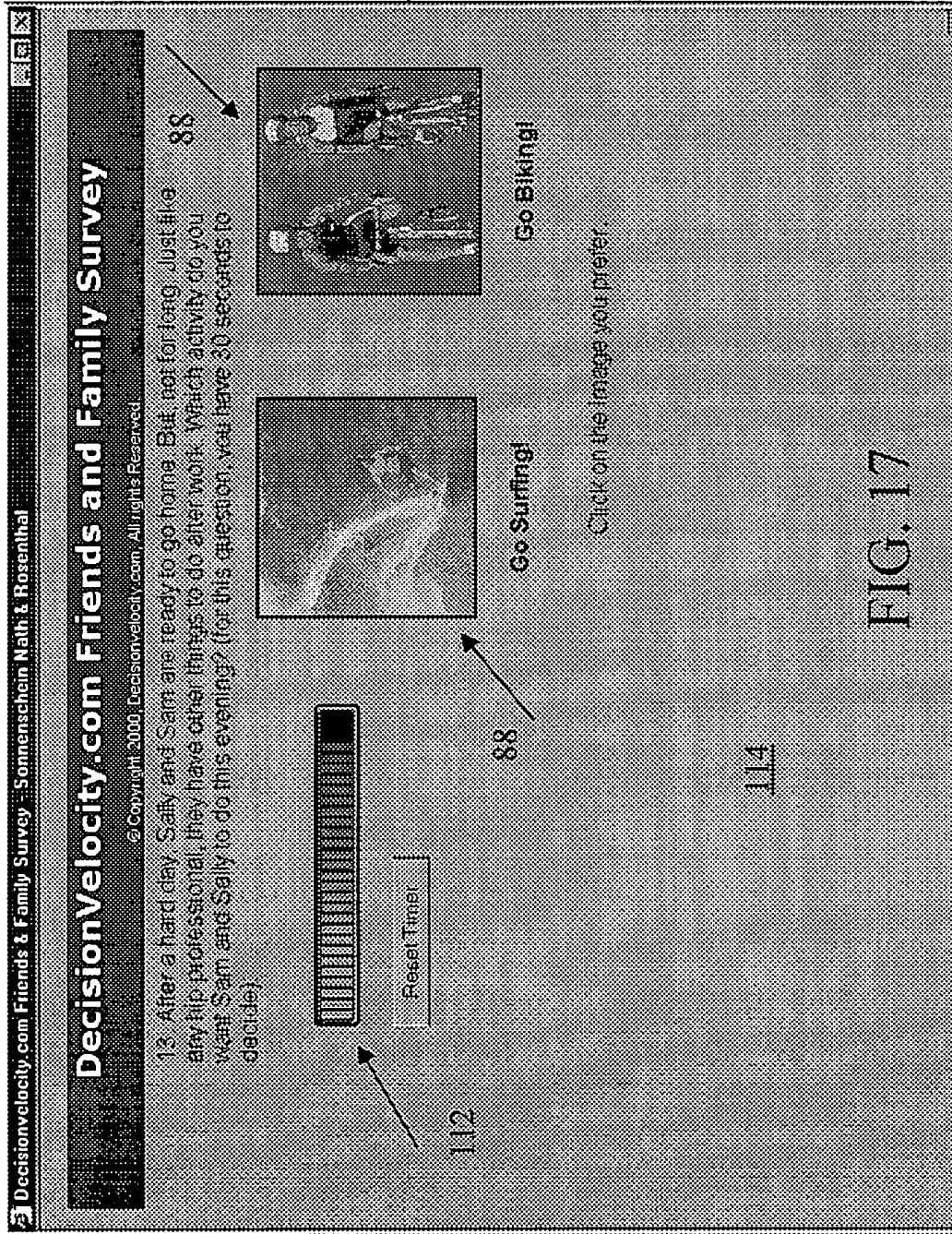
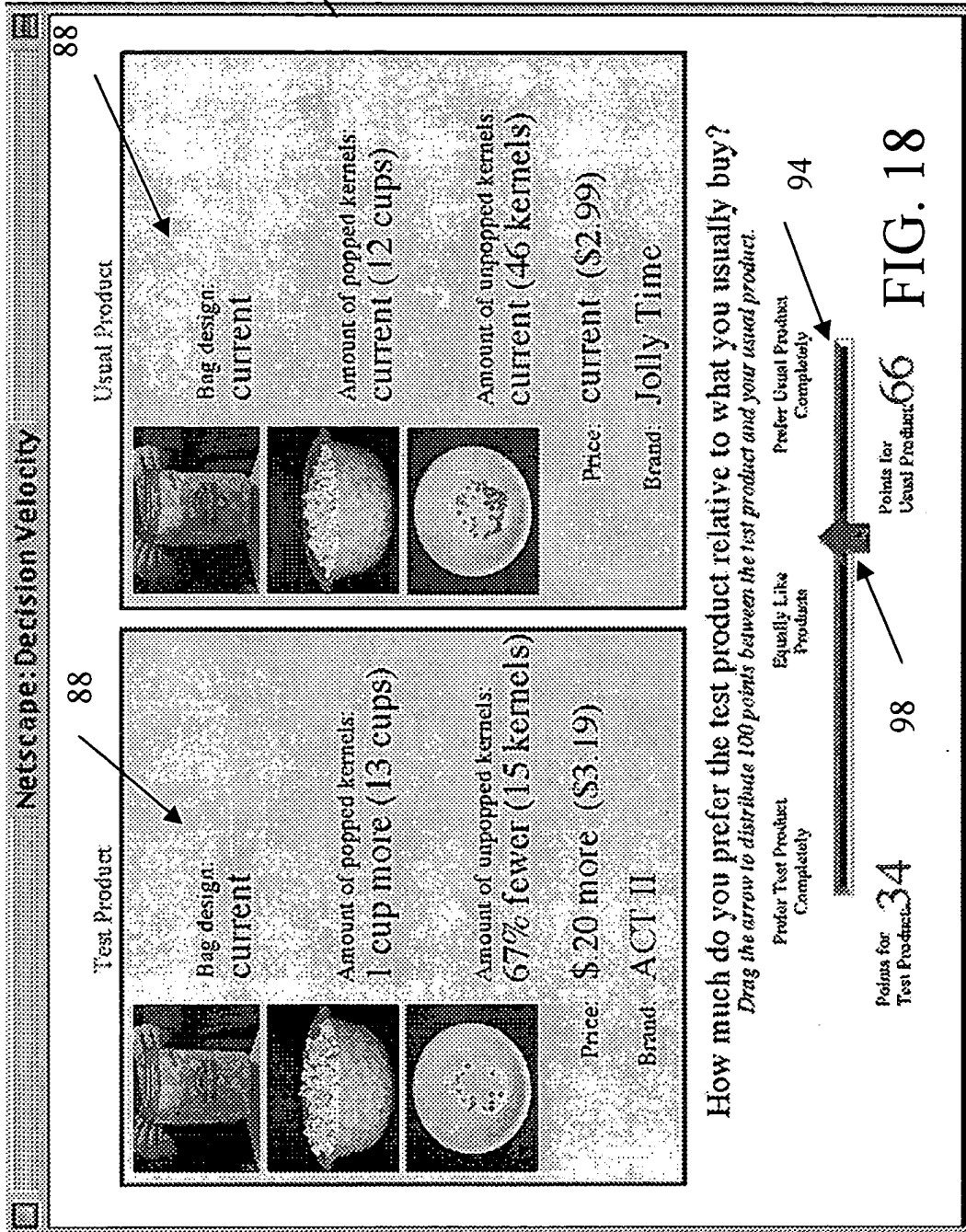


FIG. 16





□

Netscape: Decision Velocity

☰

When you are evaluating the total cost of the package, how important would each of the components be in your purchase decision?

Please divide 100 points between the four components, putting the greatest number of points on the component that would be most important in your decision and the smallest number of points on the component that would be least important. If they are all equally important, you would give 25 points to each.

Click on the red boxes and then use the keyboard to type in your response. (TOTAL must equal 100 points)

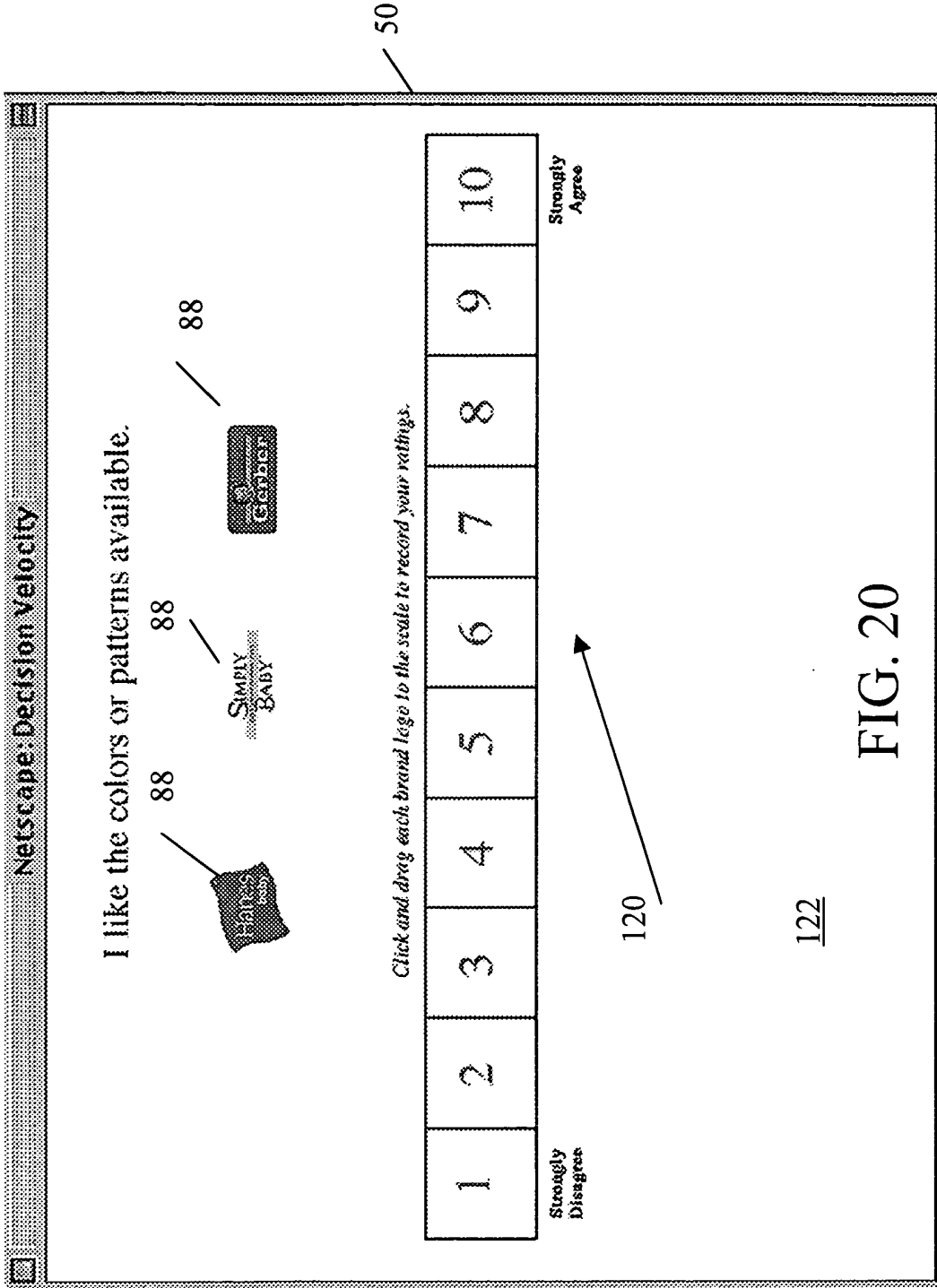
88	Price of the device.....	80
88	Price of the monthly service.....	
88	Price of additional location requests made through website or automated voice system.....	
88	Price of live operator assisted location requests.....	

118

TOTAL=80 points
remaining: 20 points

FIG. 19

50



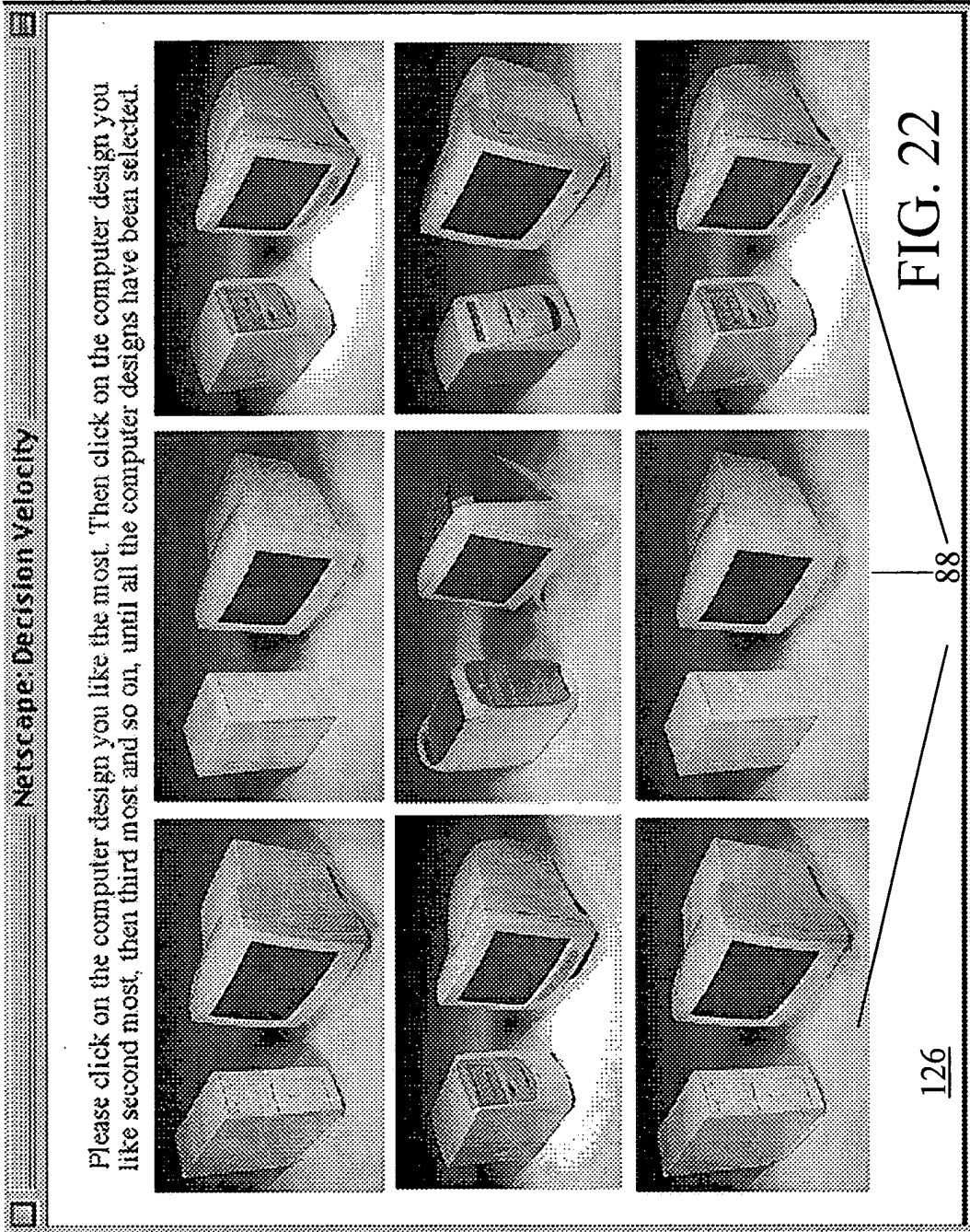
Netcape: Decision Velocity

You said you have purchased L'eggs in the past 3 months.
Which of the L'eggs products would that be?

Please check on all the boxes which apply.

<input type="checkbox"/> L'eggs Sheer Energy Active Support	<input type="checkbox"/> L'eggs Regular	<input type="checkbox"/> L'eggs Control Top	<input type="checkbox"/> L'eggs Reliance
<input type="checkbox"/> L'eggs Sheer Elegance	<input type="checkbox"/> L'eggs Sheer Energy	<input type="checkbox"/> L'eggs Silken Mist	<input type="checkbox"/> L'eggs Sheer Comfort
<input type="checkbox"/> L'eggs Smooth Silhouettes	<input type="checkbox"/> L'eggs Sheer Comfort	<input type="checkbox"/> Don't Know	

FIG. 21



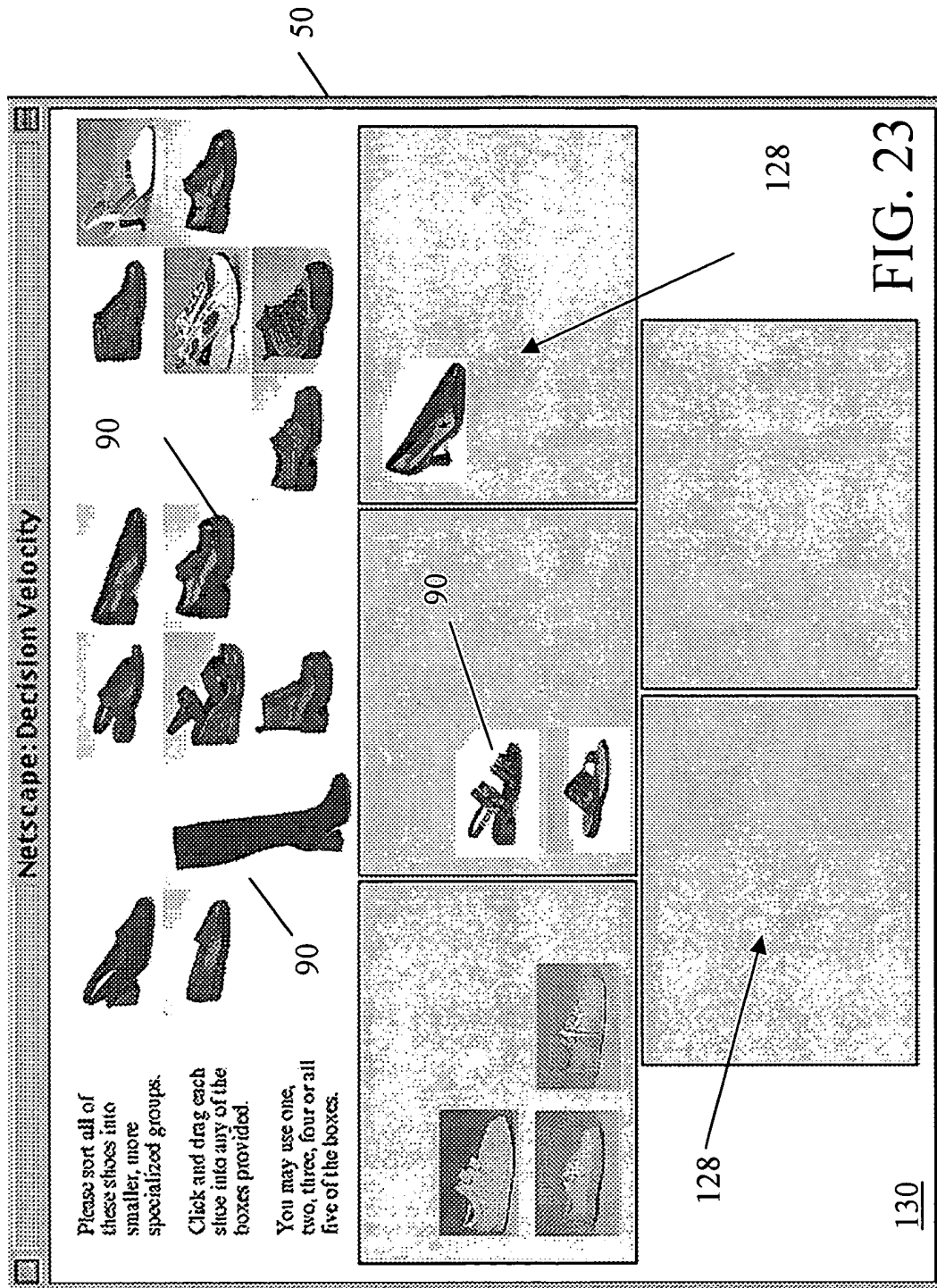


FIG. 23

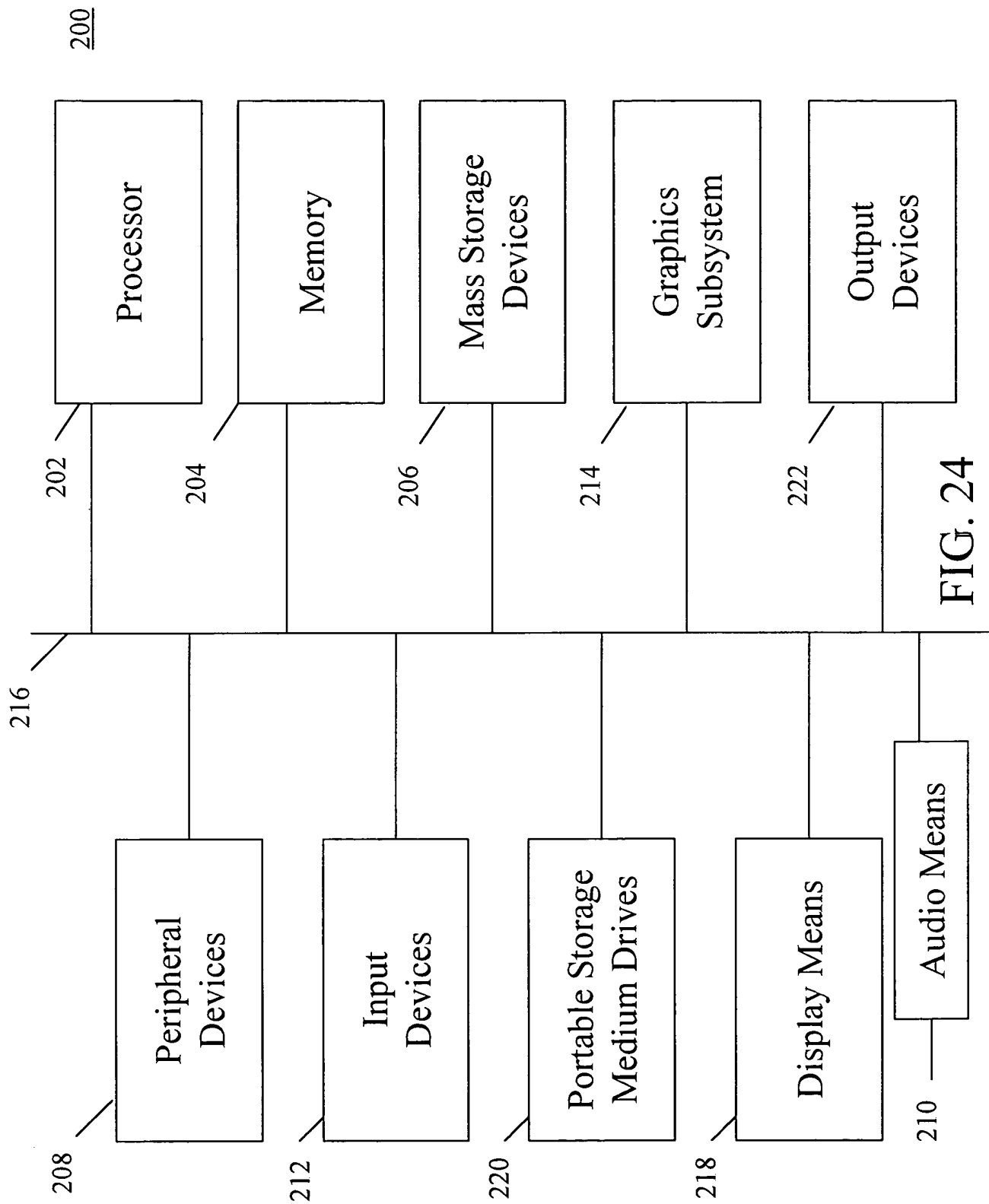


FIG. 24